IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with strikethrough. When strikethrough cannot easily be perceived, or when five or fewer characters are deleted, [[double brackets]] are used to show the deletion. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered). Please AMEND claims 1, 6-8, 13, and 14 in accordance with the following:

1. (Currently Amended) An information searching apparatus for searching location information that represents [[the]]a location of content information which is concerned with a keyword transmitted from a user's terminal apparatus, comprising:

a database for storing location information which is about prescribed content information that exists on [[the]]a network and is unpublished on the network; and

a searching unit searching for the location information by referring to the database only when searching for the location based on a keyword that is transmitted from [[a]]the user's terminal apparatus browsing a specific web page containing a search keyword input field [[to]]in which the search keyword is input and is input in the search keyword input field,

wherein the content information whose location information is unpublished is award entry information,

wherein the web page contains a specific keyword with which [[the]] location information of the award entry information is obtained as a search result of said searching unit,

wherein, when a plurality of records of the location information are obtained as the search result corresponding to the search keyword, said searching unit outputting rankings corresponding to [[the]]a correlation of content information represented by the location information and the search keyword,

wherein the award entry information contains an input field in which a keyword is input and is described in HTML (Hypertext Markup Language), and

wherein the award entry information is highly correlated with the specific keyword contained in the web page in such a manner that the specific keyword is contained in a portion defined in a META tag described in HTML.

2. (Cancelled)

3. (Cancelled)

4. (Cancelled)

5. (Cancelled)

6. (Currently Amended) The information searching apparatus as set forth in claim 1, wherein the web page contains an award entry keyword, and

wherein the apparatus further comprises a determining unit determining whether or not [[the]]an award entry has been performed by inputting the award entry keyword in the entry keyword input field contained in the award entry information.

7. (Currently Amended) The information searching apparatus as set forth in claim 1, further comprising:

a search entry summing unit summing a number of entries for each keyword that [[have]]has been input in the search keyword input field and searched by said searching unit.

8. (Currently Amended) An information server, connected to a network, for transmitting stored information to the network, comprising:

a search keyword input page transmitting unit transmitting a web page to a user's terminal apparatus, the web page containing a search keyword input field in which a keyword is input, the keyword causing an information searching apparatus to search for location information representing [[the]]a location of content information on the network where information exists containing a keyword transmitted from the user's terminal apparatus, based on the keyword; and

a location<u>an</u> unpublished <u>location</u> information transmitting unit transmitting unpublished location information, the location on the network of which is unpublished, the <u>unpublished</u> location information representing <u>information</u> which the information searching apparatus can search for only by inputting a keyword <u>in the</u>[[to]] search [[the ]]keyword input field of the web page browsed on the user's terminal apparatus, to the user's terminal apparatus in response to a request issued by the user's terminal apparatus,

wherein [[the ]]content information whose location is unpublished is award entry information,

wherein an award entry keyword appears on the web page,

wherein [[the ]]content information transmitted from said location unpublished <u>location</u> information transmitting unit contains a web page containing an entry keyword input field in which [[the]]<u>an</u> entry keyword is input,<u> and the entry keyword appears on the web page,</u>

wherein the information server further comprises

an accepting unit determining whether or not an award entry keyword that has been input in the entry keyword input field is the same as a search keyword that has appeared on [[a]]<u>the</u> web page containing [[a]]<u>the</u> search keyword input field, and accepting an award entry when [[they]]<u>the entry keyword and the search keyword</u> are the same when the award entry is transmitted from the user's terminal apparatus through the network, and

wherein said <u>search </u>keyword input page transmitting unit changes the entry keyword whenever said <u>search </u>keyword input page transmitting unit transmits a web page containing the search keyword input field.

9. (Cancelled)

10. (Cancelled)

11. (Cancelled)

12. (Cancelled)

13. (Currently Amended) An information searching apparatus for searching location information that represents [[the]]a location of content information which is concerned with a keyword transmitted from a user's terminal apparatus, comprising:

storing means for storing location information which is about prescribed content information that exists on [[the]]a network and is unpublished on the network; and

searching means for searching for the location information by referring to the ~~database~~storing means only when searching for the location based on a keyword that is transmitted from [[a]]the user's terminal apparatus browsing a specific web page containing a search keyword input field [[to]]in which [[the]]a search keyword is input ~~and is input in the search keyword input field~~,

wherein the content information whose location information is unpublished is award entry information,

wherein the web page contains a specific keyword with which [[the]] location information of the award entry information is obtained as a search result of said searching means,

wherein, when a plurality of records of the location information are obtained as the search result corresponding to the search keyword, said searching means outputting rankings corresponding to [[the]]a correlation of content information represented by the location information and the search keyword,

wherein the award entry information contains an input field in which a keyword is input and is described in HTML (Hypertext Markup Language), and

wherein the award entry information is highly correlated with the specific keyword contained in the web page in such a manner that the specific keyword is contained in a portion defined in a META tag described in HTML.

14. (Currently Amended) An information server, connected to a network, for transmitting stored information to the network, comprising:

search keyword input page transmitting means for transmitting a web page to a user's terminal apparatus, the web page containing a search keyword input field in which a keyword is input, the keyword causing an information searching ~~apparatus~~means to search location information representing the location of content information on the network where information exists containing a keyword transmitted from the user's terminal apparatus, based on the keyword; and

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~~location~~ unpublished location information transmitting means for transmitting unpublished location information, the location on the network of which is unpublished, the unpublished location information representing information which the information searching apparatus can search for only by inputting a keyword in the[[to]] search [[the ]]keyword input field of the web page browsed on the user's terminal apparatus, to the user's terminal apparatus in response to a request issued by the user's terminal apparatus,

wherein [[the ]]content information whose location is unpublished is award entry information,

~~wherein an award entry keyword appears on the web page,~~

wherein [[the]] content information transmitted from said ~~location~~ unpublished location information transmitting [[unit]]means contains a web page containing an entry keyword input field in which [[the]]an entry keyword is input, and the entry keyword appears on the web page,

wherein the information server further comprises

an accepting [[unit]]means for determining whether or not an ~~award~~ entry keyword that has been input in the entry keyword input field is the same as a search keyword that has appeared on [[a]]the web page containing [[a]]the search keyword input field, and accepting an award entry when they are the same when the award entry is transmitted from the user's terminal apparatus through the network, and

wherein said search keyword input page transmitting [[unit]]means changes the entry keyword whenever said search keyword input page transmitting unit transmits a web page containing the search keyword input field.

15. (Cancelled)

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

23. (Previously Presented) An information searching apparatus comprising:

a database which stores location information about content information including a first web page having an award entry keyword input field, the web page existing on a network and being unpublished on the network;

a searching unit which searches for the location information by referring to the database only when searching for a location of the web page based on a keyword that is transmitted from a user's terminal apparatus browsing a second web page, the second web page including:

a search keyword input field into which the keyword is input, and

an award entry keyword; and

a determining unit which determines whether the award entry keyword has been input to the award entry keyword input field,

wherein the award entry keyword is changed whenever the search keyword input field is transmitted to a user.

24. (Previously Presented) An information searching apparatus comprising:

storing means for storing location information about content information including a first web page having an award entry keyword input field, the web page existing on a network and being unpublished on the network;

searching means for searching for the location information by referring to the storing means only when searching for a location of the web page based on a keyword that is transmitted from  a user's terminal apparatus browsing a second web page, the second web page including:

a search keyword input field into which the keyword is input, and

an award entry keyword; and

determining means for determining whether the award entry keyword has been input to the award entry keyword input field,

wherein the award entry keyword is changed whenever the search keyword input field is transmitted to a user.

25. (Previously Presented) An information searching method comprising:

storing location information about content information including a first web page having an award entry keyword input field, the web page existing on a network and being unpublished on the network;

searching for the location information by referring to the stored location information only when searching for a location of the web page based on a keyword that is transmitted from a user's terminal apparatus browsing a second web page, the second web page including:

a search keyword input field into which the keyword is input, and

an award entry keyword; and

determining whether the award entry keyword has been input to the award entry keyword input field,

wherein the award entry keyword is changed whenever the search keyword input field is transmitted to a user.

26. (Previously Presented) A computer program product comprising a program stored on a storage medium readable by a computer, the program when run on the computer causing the computer to perform at least:

storing location information about content information including a first web page having an award entry keyword input field, the web page existing on a network and being unpublished on the network;

searching for the location information by referring to the stored location information only when searching for a location of the web page based on a keyword that is transmitted from a user's terminal apparatus browsing a second web page, the second web page including:

a search keyword input field into which the keyword is input, and

an award entry keyword; and

determining whether the award entry keyword has been input to the award entry keyword input field,

wherein the award entry keyword is changed whenever the search keyword input field is transmitted to a user.

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